

Open for all

Accessible ecommerce



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Open for all

1. Why accessibility matters
2. Accessible ecommerce

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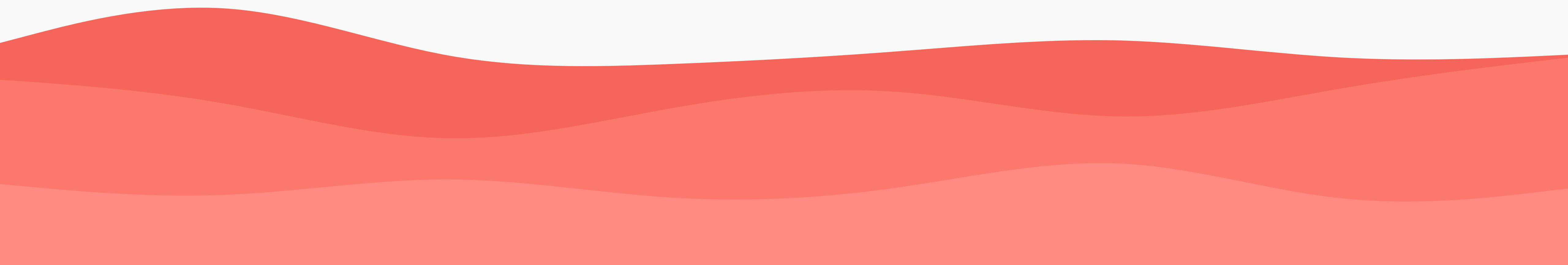
 in/drandycarter

 andycarter.dev



Street art
SHEFFIELD

Why accessibility matters



What is accessible content?



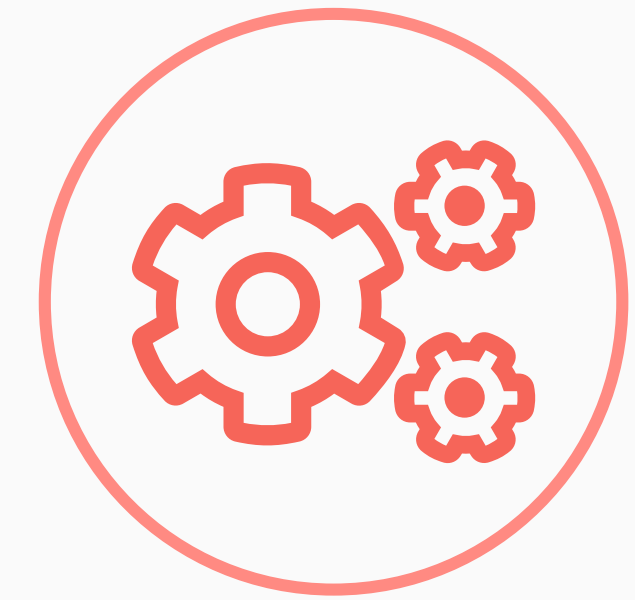
Perceivable



Operable



Understandable



Robust

What is accessible content?



Perceivable



Operable



Understandable



Robust

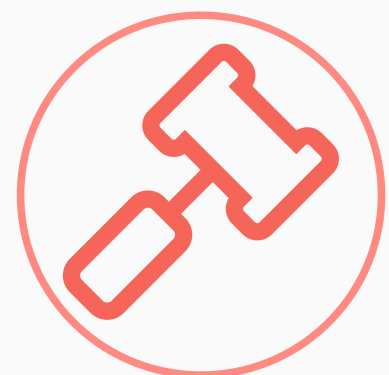
Why digital accessibility matters



Human



Economic



Punishable

Why digital accessibility matters



Human



Economic



Punishable

1 in 4

working age adults have a disability

Source: UK Government

Why digital accessibility matters



Human



Economic



Punishable

£17.1 billion

estimated lost income by UK retailers
in 2019

Source: [clickawaypound.com](https://www.clickawaypound.com)

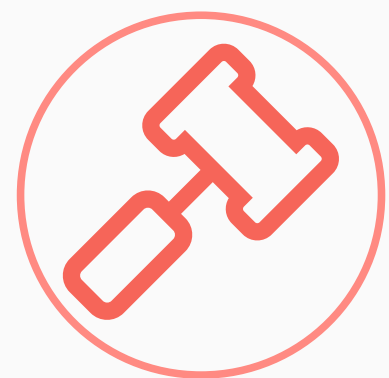
Why digital accessibility matters



Human



Economic



Punishable

It's the law

Equality Act (2010), Disability Discrimination Act (1995), Americans with Disabilities Act (1990), European Accessibility Act (2025)

Accessible ecommerce



ESSENTIALS COLLECTION

The Essential Tee

£28.00

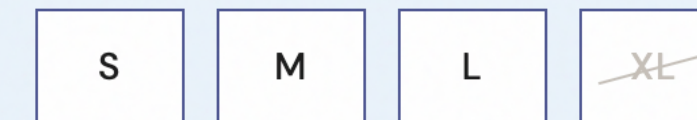
Cut from 100% organic ring-spun cotton, this is the tee you reach for every time. A relaxed silhouette with a barely-there weight — soft enough to wear against skin, structured enough to hold its shape wash after wash.

Colour *White*



Size

[📏 Size guide](#)



Please select a size

ADD TO BASKET

🚚 Free delivery on orders over £50

PRODUCT DETAILS +

SHIPPING & RETURNS +

Define the page's language

```
<!DOCTYPE html>
```

```
<html lang="en">
```

The screenshot shows a product page for 'The Essential Tee' from the 'ESSENTIALS COLLECTION'. The page features a navigation bar with 'COLLECTIONS', 'OUTLET', and 'ABOUT' on the left, and 'BLANK' in the center, along with user and cart icons on the right. The main content area includes a product image of a white t-shirt with a 'NEW SEASON' badge, a price of £28.00, a description, color and size selection options, and a 'Size guide' link.

COLLECTIONS OUTLET ABOUT

BLANK

NEW SEASON

ESSENTIALS COLLECTION

The Essential *Tee*

£28.00

Cut from 100% organic ring-spun cotton, this is the tee you reach for every time. A relaxed silhouette with a barely-there weight — soft enough to wear against skin, structured enough to hold its shape wash after wash.

Colour *White*

Size [Size guide](#)

S M L ~~XL~~

Please select a size

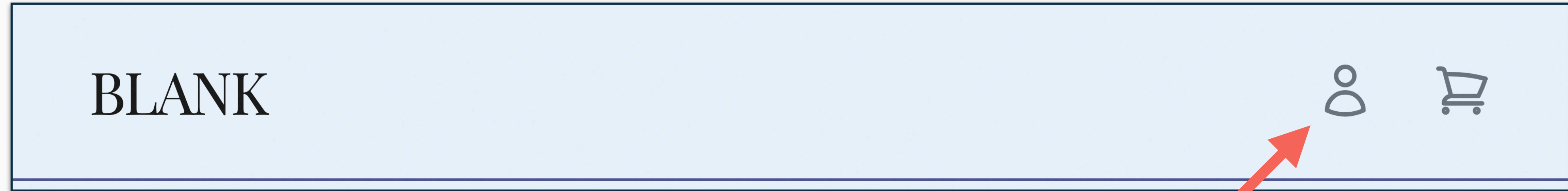
Non-decorative images need alt text



```

```

Functional images definitely need alt text



```
<a href="/account">  
  <img="user.svg" alt="My account">  
</a>
```

Functional images definitely need alt text

BLANK

 MY ACCOUNT

 BASKET (0)

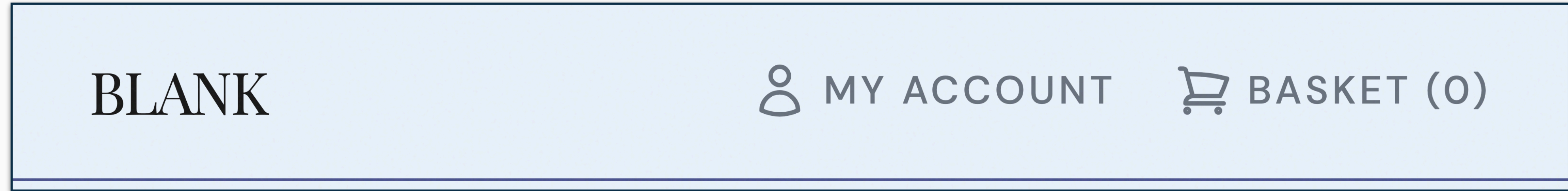
```
<a href="/account">
```

```
  <img="user.svg" alt="">
```

```
  <span class="sr-only md:not-sr-only">My account</span>
```

```
</a>
```

Is it a link, a button or a div?



- `<a>` — links navigate to new locations
- `<button>` — buttons trigger on-page actions
- `<div>` — divs are generic containers

Label your form inputs

Size

S M L ~~XL~~

Please select a size

```
<fieldset>
  <legend>Size</legend>

  <input type="radio" id="size_s" name="size" value="S">
  <label for="size_s">S</label>
  ...
</fieldset>
```

Use focus styles

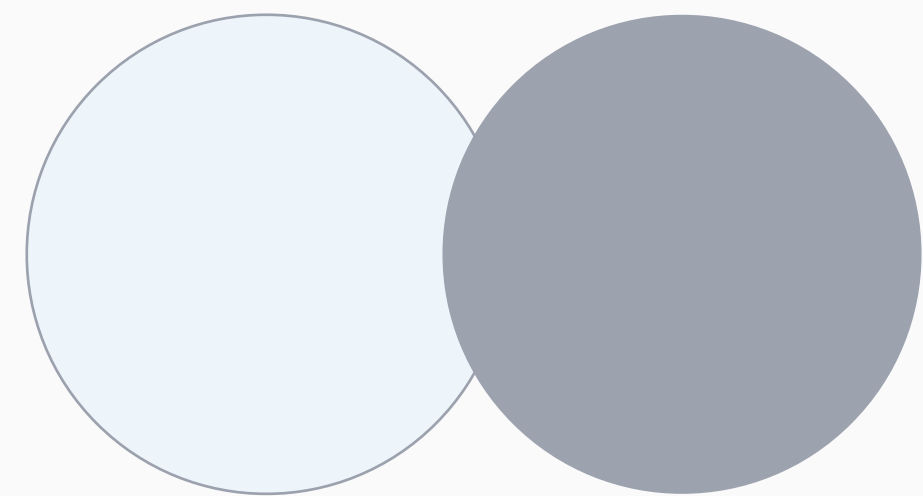
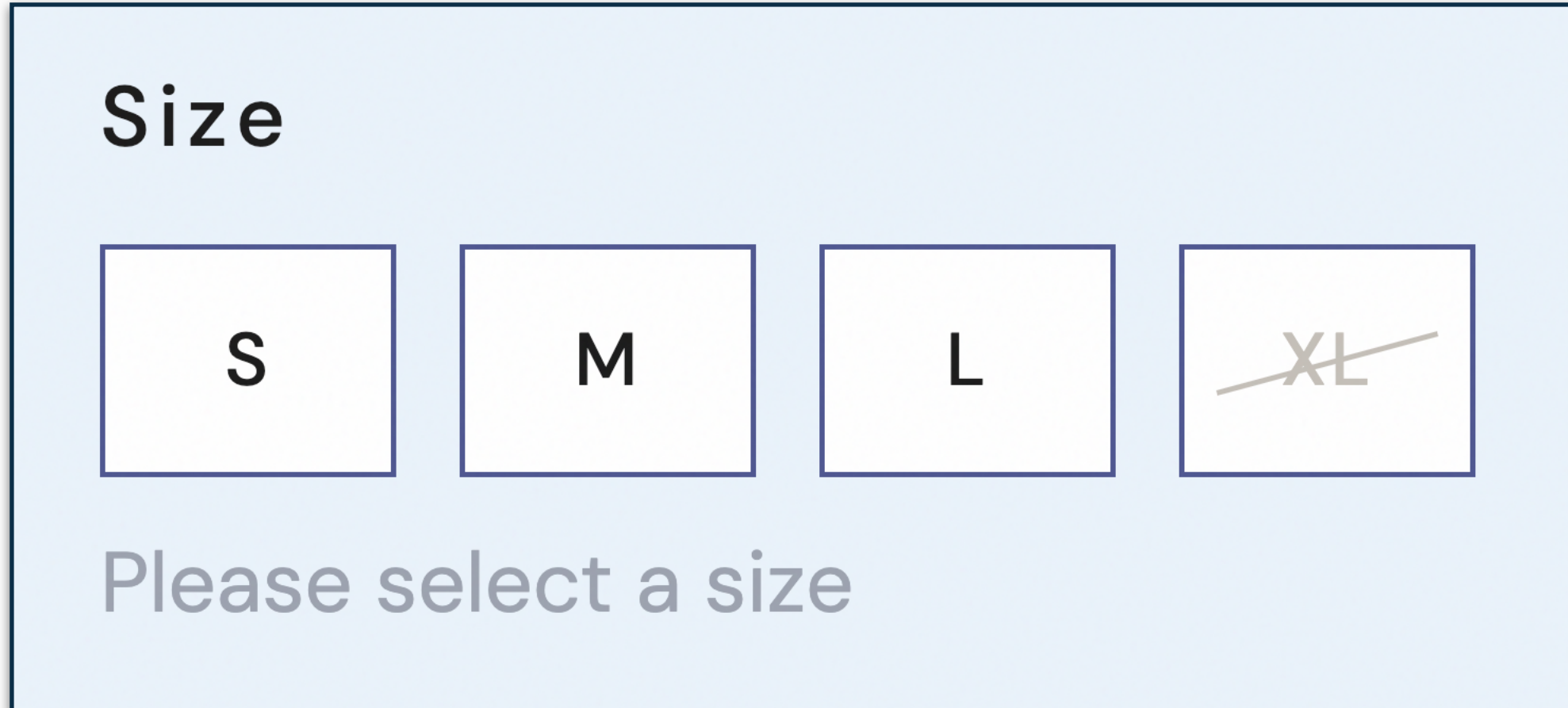
Size

S M L ~~XL~~

Please select a size

```
input:focus-visible {  
    outline: 2px solid red;  
}
```

Use good colour contrasts



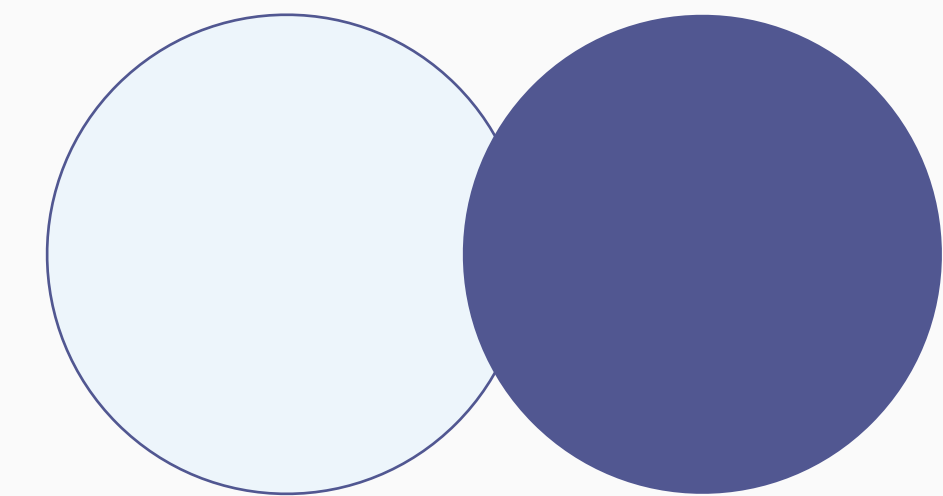
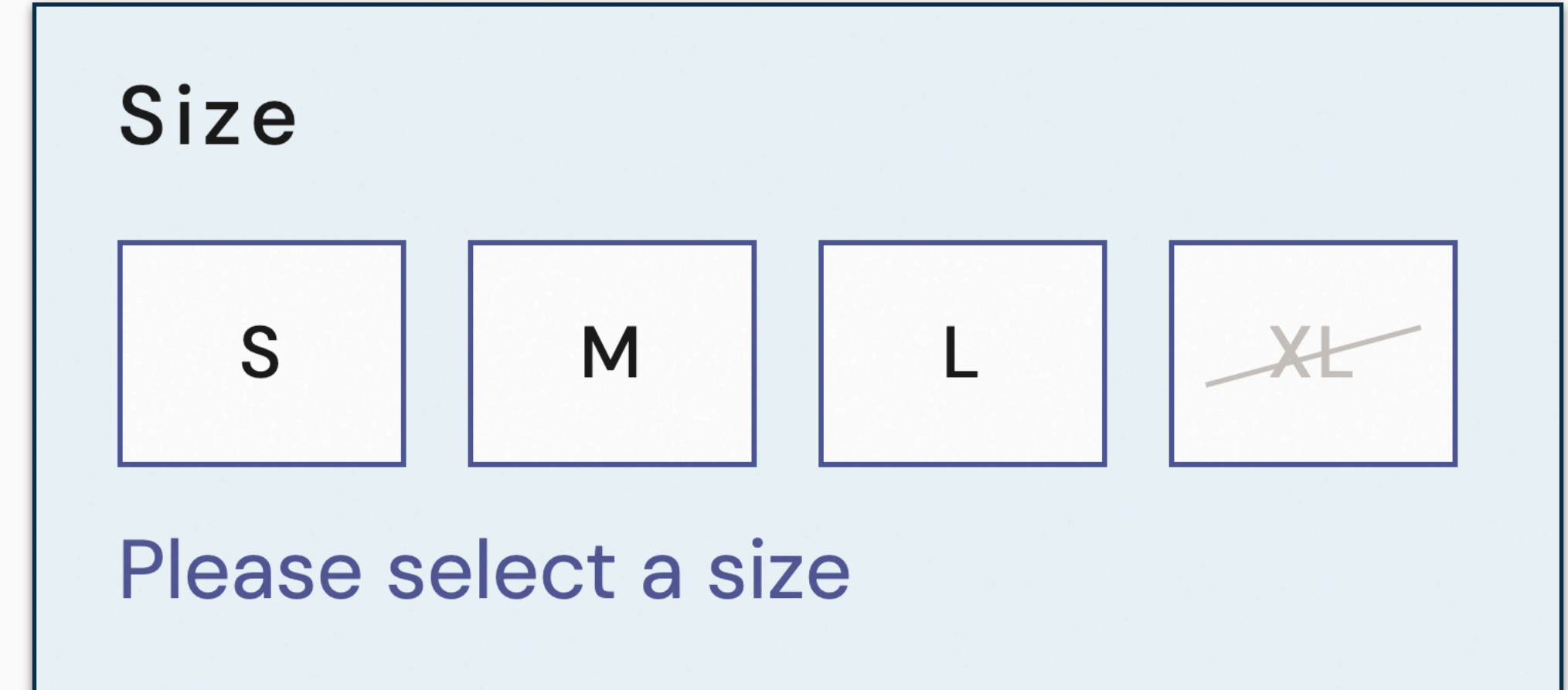
✗ 2.23:1

Normal text

min. 4.5:1

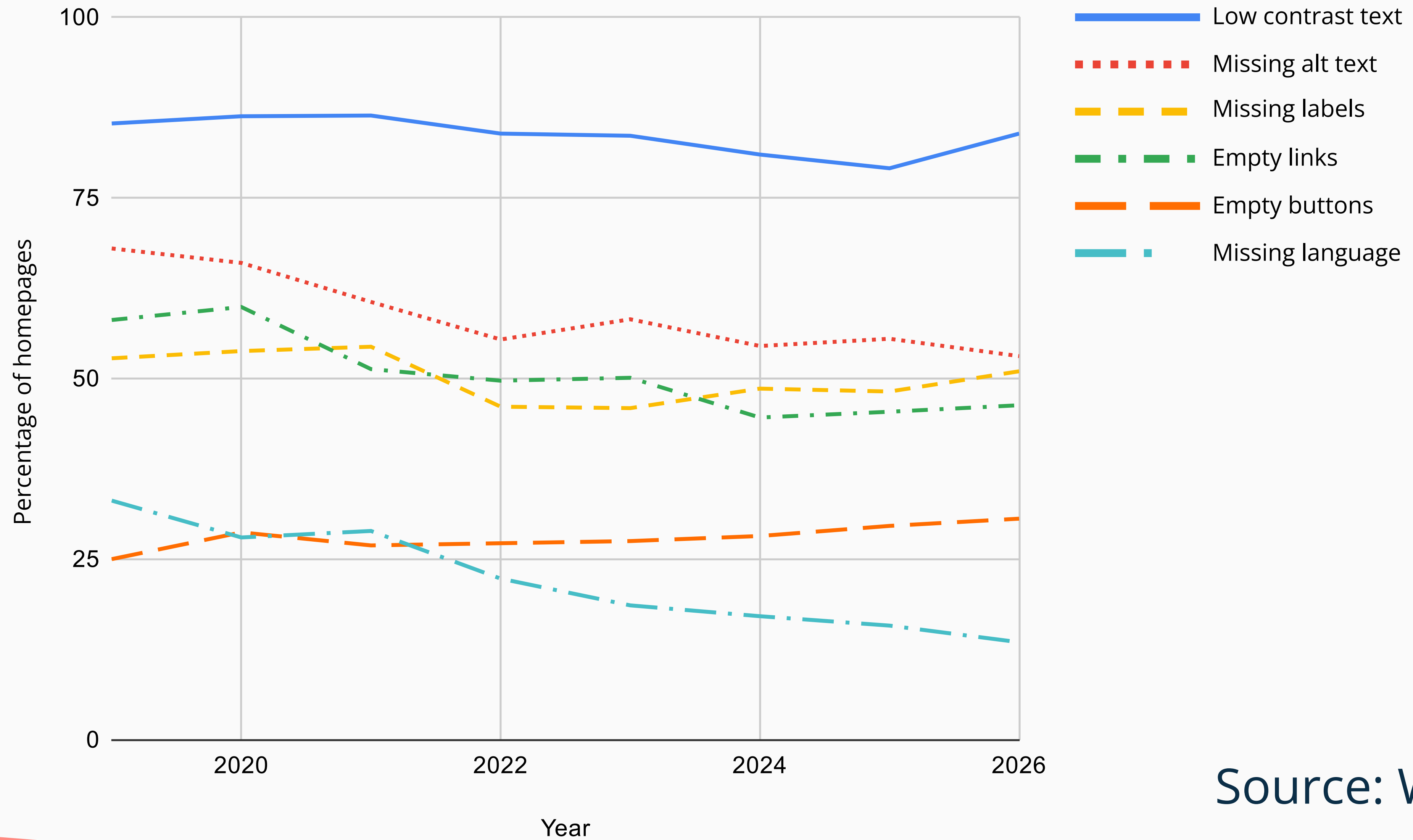
Large text

min. 3:1



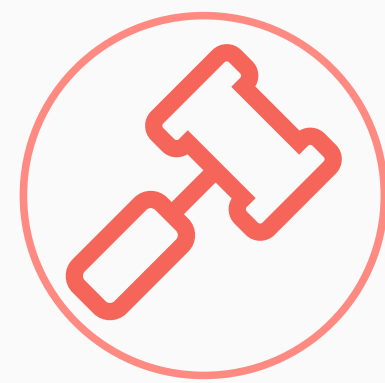
✓ 5.93:1

Common accessibility issues



Source: WebAIM

Accessibility is not a 'nice to have',
it's a requirement



What one thing will you start doing tomorrow to make your themes more accessible?



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